

## Message Text

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ACTION EA-07

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TO USDOC WASHDC PRIORITY

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FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: CLOSE OF EXHIBITION REPORT ON METAL SURFACE FINISHING  
AND TRATMENT EQUIPMENT AND ACCESSORIES EXHIBITION

1. EXHIBITION: METAL SURFACE FINISHING AND TREATMENT EQUIPMENT  
AND ACCESSORIES EXHIBITION

2. PLACE AND DATES: U.S. TRADE CENTER, TOKYO, JAPAN MAY 20-25  
1974

3. U S. EXHIBITORS SEEKING AGENTS AND DISTRBUTORS: ONE

A) AGENTS AND DISTRIBUTORS APPOINTED: NONE

B) AGENCIES/DISTRIBUTORSHIPS UNDER NEGOTIATION: SIX LEADS FOR  
ONE AGREEMENT

C) LICENSEE AGREEMENTS UNDER NEGOTIATIN: THIRTEEN LEADS FOR TWO  
AGREEMENTS

4. SALES AT EXHIBITION:

A) IMMEDIATE SALES: \$39,500

B) TWELVE-MONTHS SALES PROJECTION: \$4,417,000

5. REGISTERED VISITORS: 1,642

A) HANDCOUNTED VISITORS: 1,717

6 NOTEWORTHY EVENTS:

A) THE OPENING CEREMONY TOOK PLACE ON MONDAY, MAY 20 AT  
5:00 P.M. WITH JAPANES GUEST OF HONOR MR. TATUJI UNO, CHAIRMAN,  
JAPAN METAL FINISHING SOCIETY. THE TCD DELIVERED AN INTRODUCTORY  
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SEECH AND WELCOMING REMARKS FOLLOWED BY CONGRATULATORY SPECH

BY MR. UNO AND THE RIBBON-CUTTING AND WALKTHROUGH. A BUSINESSMEN'S RECEPTION AND PRIVATE SHOWING FOLLOWED WHICH WAS WELL ATTENDED BY KEY MEMBERS OF THE TARGET AUDIENCE, INVITED MEMBERS OF THE AMERICAN BUSINESS COMMUNITY, AMERICAN EXHIBITORS AND THEIR JAPANESE REPRESENTATIVES.

B) REGISTERED ATTENDANCE TOTALED 1,642, A FIGURE CONSIDERED EXCELLENT IN VIEW OF THE RELATIVELY SMALL SIZE OF THIS EXHIBITION AND THE SLIGHTLY DEPRESSED STATE OF COMMERCIAL EXHIBITIONS ACTIVITY IN JAPAN GENERALLY. JOINT PROMOTIONAL ACTIVITIES CONDUCTED WITH THE METAL FINISHING SOCIETY'S M.E.T. SHOW PROVED TO BE OUTSTANDINGLY SUCCESSFUL, AND THE SHUTTLE BUS OPERATING BETWEEN THE TRADE CENTER AND OHTEMACHI HALL MAY 21-23 ACCOUNTED FOR 745 VISITOR TO THE TC SHOW.

7. TOTAL EXHIBITORS: NINETEEN

A) NTE: NONE

B) NTM: THREE

C) OTM: SIXTEEN

D) FULLY ACHIEVING PRIMARY MARKETING OBJECTIVE: TEN

E) PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE: NINE

F) FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE: NONE

G) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.: FIVE

8. NARRATIVE:

THE RESULTS ACHIEVED AT THIS EXHIBITION WERE CONSISTENT WITH THE NUMBER OF PARTICIPANTS AND IN FACT HIGHER THAN PROJECTIONS FOR THE SAME EXHIBITION AT THE TRADE CENTER IN MAY, 1972, WITH 29 PARTICIPANTS. THE SALES FIGURES WERE THE HIGHEST OF THE FOUR TIMES THE TRADE CENTER HAS TREATED THIS THEME SINCE 1965. COOPERATION WITH THE METAL FINISHING SOCIETY OF JAPAN PROVIDED INVALUABLE DESPITE THE FACT THAT ITS M.E.T. SHOW WAS CONSIDERABLY SMALLER THAN IN 1973. THE SOLID NUMBER OF SALES LEADS GENERATED SHOULD RESULT IN CONSIDERABLE ADDITIONAL SALES ACTIVITY ONCE APPARENT BUSINESS CAUTION SUBSIDES.

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